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TIE IN YOUR LOCAL NUTRITION WORK WITH

★ ★ ★ THE NATIONAL CAMPAIGN ★ ★ ★

Use this advertisement showing the Government's official Nutrition Poster. Order whichever size you wish by number

U.S. NEEDS US STRONG

Follow these rules for Victory Cooking

and help win the war in your Kitchen

EAT NUTRITIONAL FOOD

Every day, eat this way

<p>MILK and MILK PRODUCTS</p> <p>...at least a pint for everyone—more for children—or cheese or evaporated or dried milk.</p>	<p>BREAD and CEREAL</p> <p>...whole grain products or enriched white bread and flour.</p>
<p>ORANGES, TOMATOES, GRAPEFRUIT</p> <p>...or raw cabbage or salad greens—at least one of these.</p>	<p>MEAT, POULTRY or FISH</p> <p>...dried beans, peas or nuts occasionally.</p>
<p>GREEN or YELLOW VEGETABLES</p> <p>...one big helping or more—some raw, some cooked.</p>	<p>EGGS</p> <p>...at least 3 or 4 a week, cooked any way you choose—or in "made" dishes.</p>
<p>OTHER VEGETABLES, FRUITS</p> <p>...potatoes, other vegetables or fruits in season.</p>	<p>BUTTER and OTHER SPREADS</p> <p>...vitamin-rich fats, peanut butter and similar spreads.</p>

Then eat other foods you also like

DO YOUR PART IN THE NATIONAL NUTRITION PROGRAM

Office of Defense Health and Welfare Services, Paul V. McNutt, Director, Washington, D. C.

HOW TO SAVE FOOD

Roast meat at low temperature in your Gas oven and reduce shrinkage.

Remember that the flexible Gas flame can be regulated to any degree of heat you need, eliminating scorching and over-cooking of food.

Use any remaining vegetable liquids in soups, gravies, sauces, or cold in tomato juice.

Plan one casserole dish a week to use left-overs.

HOW TO SAVE VITAMINS

Cook vegetables by the "waterless" method for which your Gas range is especially suited. The flexible Gas flame will give you the exact degree of heat you need.

Bring vegetables to boiling point quickly over full Gas flame, then turn flame low and cook gently.

Keep utensils covered and do not use soda in vegetables.

Store vegetables in hydrator or gas refrigerator.

HOW TO SAVE FUEL

Do not pre-heat your Gas oven or broiler too long. Remember Gas is fast.

Plan complete oven and broiler meals, to make full use of Gas.

Avoid using small pans on large or giant top burners.

Do not heat any more water in the kettle than is needed. The speedy Gas flame will heat it quickly next time you need it.

GAS

THE WONDER FUEL FOR COOKING

TO THE FAMILIES IN THIS COMMUNITY WHO RELY ON GAS FOR COOKING

IN these days of national emergency—when meal planning, cooking methods and food economy are so important in keeping America strong—your Gas Company considers it a patriotic privilege to support our Government's National Nutrition Program. Therefore, we urge our customers to choose their foods carefully, to cook them so as to secure their full nutritive value and to make every possible use of all left-overs.

By following the Government's advice in the selection of food and by using your Gas range so that you get the best results from your cooking, you can help win this war right in your own kitchen.

COMPANY NAME AND ADDRESS

ADV. #A.G.A. 39 3 COL. x 9 IN.
MATS \$.50 EACH

ADV. #A.G.A. 40 4 COL. X 12 IN.
(AS ILLUSTRATED) MATS \$.75 EACH

Poster
C-8

The Gas Industry Joins hands with the Government in promoting Nutrition as a War-Winning Weapon



AMERICAN GAS ASSOCIATION
420 LEXINGTON AVENUE
NEW YORK, N.Y.

In revising its national advertising to support the Government's Nutrition Program the gas industry feels it is particularly well organized and equipped to further this most essential war activity.

Today more than 85,000,000 Americans rely on gas for cooking their meals. Fifteen hundred Home Service Consultants employed by American gas companies are helping homemakers choose the right foods and cook them properly. Gas company cooking demonstrations are being held from coast-to-coast. Millions of copies of tested recipes are being distributed annually.

Now, with our nation at war, this tremendously powerful influence is being directed toward developing the national health in accordance with the Government's Official Nutrition Food Rules.

The advertisements reproduced on the following pages have the enthusiastic approval of the Office of Defense Health and Welfare Services, Hon. Paul V. McNutt, Director. In presenting them we are proud of the opportunity to serve our Government and our own industry in this effective manner.

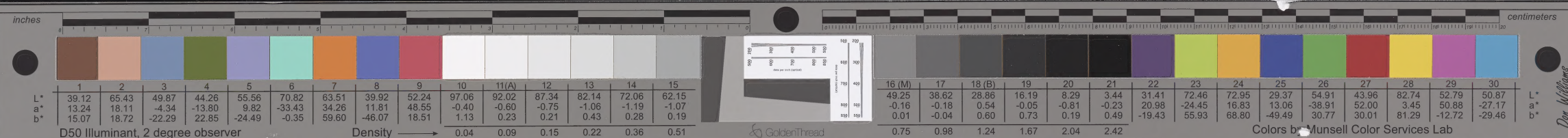
Many gas company executives have been generous in their praise of this new advertising theme and have expressed a desire to tie-in their local newspaper advertising with it. A sample tie-in advertisement is shown on the last page of this folder.

T. J. Strickler

T. J. Strickler, Chairman
COMMITTEE ON NATIONAL ADVERTISING

April 10, 1942

HERE ARE THE ADS...



PAUL V. McNUTT,

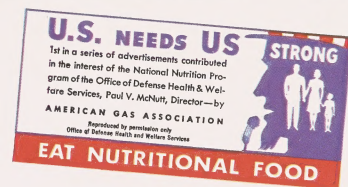
DIRECTOR, OFFICE OF DEFENSE
HEALTH AND WELFARE SERVICES



"I congratulate the American Gas Industry for its
public-spirited attitude in devoting its National Advertising
Campaign to the furtherance of the Government's
Nutrition Program"

Paul V. McNutt

To the 85,000,000 Americans
who rely on Gas for cooking



Your Gas Company suggests these 3 ways to get best
results, at lowest cost, with your "Victory Cooking"

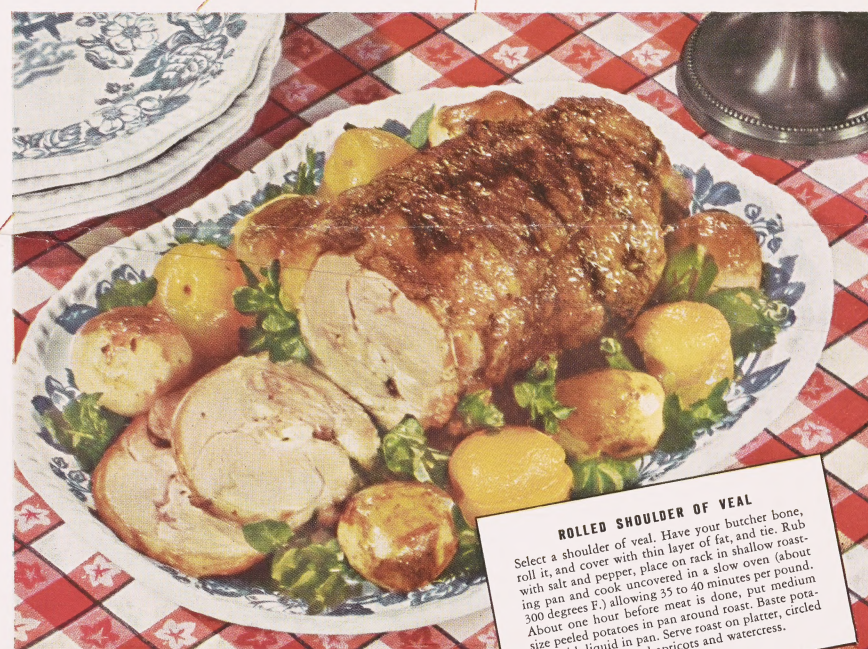
1 PLAN YOUR DAY'S MEALS FOR MAXIMUM NUTRITION

Follow daily the Official Nutrition Food
Rules issued by your Government, in se-
lecting the foods your family needs for
maximum health and vigor. Below is a day's
menu that meets nutritional requirements.
(At the right is the recipe for a main dinner
dish that is nourishing, delicious and thrifty!)

BREAKFAST Grapefruit Juice
Wholewheat Cereal
Raisin Toast
Milk (Children)
Coffee (Adults)

LUNCH Scrambled Eggs
Chicory and Green Pepper
Salad
Whole Wheat or Enriched Bread
Milk

DINNER Tomato Juice
Rolled Shoulder of Veal
Pan-Browned Potatoes
Green Beans
Spiced Apricots Watercress
Gingerbread with Whipped Cream
Milk (Children)
Tea or Coffee (Adults)



ROLLED SHOULDER OF VEAL
Select a shoulder of veal. Have your butcher bone,
roll it, and cover with thin layer of fat, and tie. Rub
with salt and pepper, place on rack in shallow roas-
ting pan and cook uncovered in a slow oven (about
300 degrees F.) allowing 55 to 40 minutes per pound.
About one hour before meat is done, put medium
size peeled potatoes in pan around roast. Baste pota-
toes with liquid in pan. Serve roast on platter, circle
with potatoes, spiced apricots and watercress.

2 TAKE ADVANTAGE OF THE COOKING AND ECONOMY FEATURES OF YOUR GAS RANGE



HOW TO SAVE VITAMINS

Cook vegetables by the "water-
less" method. The flexible Gas
flame will give you the exact de-
gree of heat you need.

Cover vegetables and bring to
boil quickly over full Gas flame.
Turn flame low, cook gently.

Cook vegetables shortest pos-
sible time. Serve promptly.

Store vegetables in hydrator of
Gas refrigerator to help preserve
perishable vitamins.



HOW TO SAVE FOOD

Roast meat at low temperature
in your Gas oven to reduce
shrinkage.

Remember that the flexible Gas
flame can be regulated to any
degree of heat you need, eliminat-
ing scorching of food.

Use any remaining vegetable
liquids in soups, gravies, sauces,
or cold in tomato juice.

Plan one casserole dish a week
to use left-overs.



HOW TO SAVE FUEL

Do not pre-heat your Gas oven
or broiler too long. Remember
Gas is fast.

Plan complete oven and broiler
meals, to make full use of Gas.

Avoid using small pans on
large or giant top burners.

Do not heat any more water
than you need at one time. The
speedy Gas flame is so fast that it
will heat the water quickly next
time you need it.

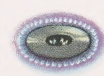


**BUY FOOD CAREFULLY . . .
COOK IT PROPERLY . . .
WASTE NOTHING!**

In these days—when meal-planning, cooking methods and food economy are
so important in keeping America strong—your Gas Company considers it a
patriotic privilege to support our Government's National Nutrition Program.
Its Home Service Consultants—some 1,500 of them in almost every section
of the country—are working to bring about a higher standard of health in
their respective communities, by aiding the home-maker to choose the right
foods and cook them properly.

★ Buy United States Savings Bonds and Stamps

GAS

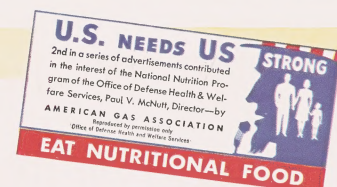


THE WONDER FUEL FOR COOKING

THE ABOVE ADVERTISEMENT WILL APPEAR IN

BETTER HOMES AND GARDENS MAY 1942
LADIES' HOME JOURNAL MAY 1942
GOOD HOUSEKEEPING MAY 1942
McCALL'S MAGAZINE MAY 1942
LIFE MAGAZINE MAY 4, 1942
WOMAN'S HOME COMPANION JUNE 1942

VEGETABLES and your "Victory Cooking"!



THE BALANCED DIET RECOMMENDED BY YOUR GOVERNMENT
INCLUDES TWO VEGETABLES OR MORE EVERY DAY...

THIS CHART, SUGGESTED BY THE GAS INDUSTRY,
SHOWS THE KINDS TO EAT AND WAYS TO PREPARE THEM



How to get variety in your two vegetables a day	Green or yellow, and others —some raw, some cooked		MON. Beet Greens Grated Carrot and Cabbage Salad	WED. Buttered Carrots Swiss Chard	FRI. Lima Beans Cole Slaw with Green Pepper	SUN. Buttered Peas Tossed Green Salad (Radishes, Green Pepper, Chicory)
	TUES. Green Beans Watercress Salad	THURS. Spinach Lettuce, Tomato and Cucumber Salad	SAT. Mustard Greens Sweet Potatoes			
How to add an exciting new flavor to some old standbys	SPINACH Cook with raw bacon Or chop fine, add cream sauce and sautéed onion	BROCCOLI Serve with cheese sauce Or lemon butter sauce	GREEN BEANS Serve with sautéed onion and mushroom sauce Combine with corn as casserole dish	CAULIFLOWER Dip flowerets in batter and fry in deep fat Or with drawn butter and browned bread crumbs	SWEET POTATOES Mash and bake with juice and grated rind of orange Combine with apples in casserole	
	SQUASH Bake acorn squash, fill halves with creamed left-over vegetables Serve summer squash sautéed in butter with onions	ONIONS Stuff with sausage meat and bake Serve boiled scallions on toast, melted butter sauce	DANDELION Serve raw as salad with tomatoes and French dressing Cook as spinach, serve with vinegar	PARSNIPS Boil, then bake "au gratin" Boil, then pan fry in butter		
How to save those important vitamins	1 Cook vegetables in as small an amount of boiling water as possible.	2 Bring to boiling point quickly over high gas flame.	3 When boiling begins, turn gas flame low and cook gently.	4 Use covered utensils to keep steam in.	5 Cook vegetables as short a time as possible.	6 Do not use soda in cooking vegetables.
	7 Your gas range is ideally suited to modern "waterless cooking" which saves vegetable vitamins and minerals. Because of its flexibility you can get the exact degree of heat you need.					

GAS—THE WONDER FUEL FOR COOKING



TO THE 85,000,000 AMERICANS WHO RELY ON GAS FOR COOKING—For years gas has
continued to be the preferred fuel for cooking in millions of American homes. And today
the gas industry considers it a patriotic privilege to support our Government's National
Nutrition Program. Among the thousands of persons employed in this industry are some
1,500 Home Service Consultants located almost everywhere in the country. These con-
sultants are working to bring about a higher standard of health in their respective com-
munities by aiding the home-maker to choose the right foods and cook them properly

★ Buy United States Savings Bonds and Stamps

THE ABOVE ADVERTISEMENT WILL APPEAR IN

BETTER HOMES AND GARDENS JUNE 1942
LADIES' HOME JOURNAL JUNE 1942
LIFE MAGAZINE JUNE 22, 1942